

# **USDA Weekly Retail Turkey Feature Activity**

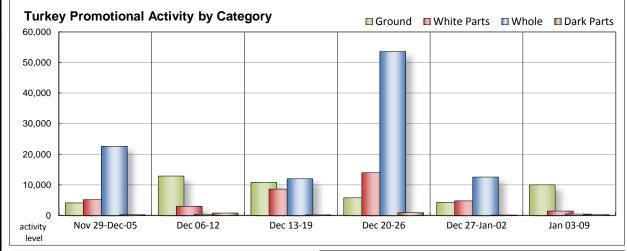
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/03 thru 01/09.

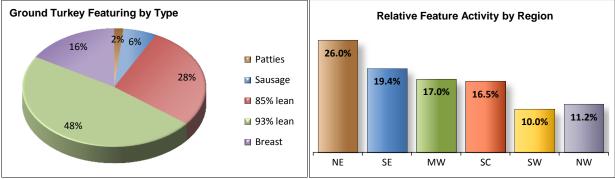
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

(prices in dollars per pound fresh unless otherwise noted;											
NATIONAL SUMMARY											
	THIS	WEEK	LAST	WEEK	LAST	YEAR					
Feature Rate 1/		of 23,200 tlets		of 23,200 tlets	50.9% of 22,500 outlets						
Special Rate 4/	5.	4%	0.	6%	2.1%						
Activity Index 2/		,810		,690	19	,070					
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg					
WHOLE BIRDS:											
Fresh - Hens			1,730	1.63							
" - Toms			1,730	1.63							
Frozen - Hens	220	1.11	4,440	1.08	150	1.18					
" - Toms	260	1.22	4,670	1.08	150	1.18					
PARTS:											
Breast:											
Bone-in, whole											
Fresh	10		510		10						
Frozen	330	1.73	3,420	1.38	360	1.96					
Split, bone-in											
Fresh					240						
Rotisserie	210		290		2,370						
Boneless, whole	130	5.84	20	3.99	50	4.79					
Cutlets	760	4.16	520	5.01	770	4.25					
Cutlets, thin sliced	10	3.99									
Strips											
Tenders	10	4.79	20	4.79	600	4.00					
Marinated Tenders	490	4.19	770	4.34	1,850	4.20					
Drumsticks	100	1.77	10	1.59	190	1.90					
Thighs	10	2.49			10	1.89					
Wings	60	1.85	20	1.67	170	1.93					
Necks	10	1.49	10	1.29							
Smoked Drumsticks	30	2.15	30	1.96	30	1.99					
Smoked Wings	50	2.01	40	2.09	60	1.87					
Smoked Necks	50	2.01	30	2.11	100	2.12					
GROUND TURKEY:	10,020	3.31	4,280	3.21	9,420	3.61					
Patties	160	3.73	500	3.49	400	3.84					
Sausage	600	3.32	150	3.43	1,390	3.49					
85% lean	2,810	2.57	1,750	2.93	1,000	2.50					
93% lean	4,800		1,690		3,520						
Breast	1,650		190		3,110						
Rolls (frsh/frz 1 lb.)	1,040	2.15	80	2.50	800	2.49					
Specialty 5/											
Patties	1,310		10		630						
93-94% lean	580		60	4.25	1,080						
Breast	120				30						
Note: rolls & specialty no	ot included	I in ground	turkey tota	al and weig	hted avera	age.					

This Week's Turkey Feature Highlights

Retail feature activity slows to a crawl on turkey; increases on deli items. The time for whole turkeys is past, so it is no surprise that offerings are very limited. It is the same story for bone-in breasts, very limited feature activity. Offerings of rotisserie breast are even lighter than last week's meager offerings. Feature activity increase on cutlets and they are priced to grab shoppers' attention. Featuring on dark parts continues light; prices are mixed. More stores are showing ground turkey in this week's circulars, especially the 93% lean at steady price levels. Featuring is also more active on rolls and specialty grinds, adding to the selection of ground turkey items. Deli featuring on service and self-service items recovers from last week's lower levels. Service deli promotions are most active on thick slicing processor labels. Prices are lower on processor brands, mostly higher on private brands. Self-service deli promotions are most active on processor brands; prices increase on both processor and private brands.





All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising <u>any</u> reported turkey item during the current week, expressed as a percentage of the total sample. 2/ Activity Index: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/ Stores/Avg: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/ Special Rate: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.) 5/ Specialty: products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.

Fri. Jan 03, 2014

USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/03 thru 01/09.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	NORTH	IEAST U.S.		SOUT	HEAST U.S.		MIDWEST U.S.  (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)  40.3% of 4,200 sampled outlets			
	(CT,DE,MA,MD,M	E,NH,NJ,NY,PA,F	RI,VT)	(AL,FL,GA,M	S,NC,SC,TN,VA,W	'V)				
Feature Rate 1/	•	0 sampled outle		· ·	00 sampled outle					
Special Rate 4/	14.9% of stores w		otions	2.7% of stores w/ no-price promotions			0.8% of stores w/ no-price promotions			
Activity Index 2/		ndex = 4,440		<u> </u>	y Index = 4,520		Activity Index = 2,640			
	Price Range (\$/pound)	Summar Stores V	y Vtd Avg	Price Range (\$/pound)	Summar Stores V	y Vtd Avg	Price Range (\$/pound)	Summar Stores V	y Vtd Avg	
WHOLE BIRDS:										
Fresh - Hens										
" - Toms										
Frozen - Hens	0.99 - 1.49	170	1.08							
" - Toms	0.99	140	0.99							
PARTS:										
Breast:										
Bone-in, whole										
Fresh	2.99	10	2.99							
Frozen				1.69	10	1.69	1.39 - 1.99	170	1.71	
Split, bone-in										
Fresh										
Rotisserie	8.99	10	8.99							
Boneless, whole	3.99	10	3.99							
Cutlets	3.99 - 5.99	650	4.17	3.99	70	3.99	3.99 - 5.45	40	4.27	
Cutlets, thin sliced	3.99	10	3.99							
Strips										
Tenders							4.79	10	4.79	
Marinated Tenders	4.26	150	4.26	4.26	40	4.26	3.99	170	3.99	
Drumsticks	1.49 - 2.49	80	1.81				1.49 - 1.69	20	1.59	
Thighs	2.49	10	2.49							
Wings	1.49 - 2.49	40	1.98				1.49 - 1.69	20	1.59	
Necks							1.49	10	1.49	
Smoked Drumsticks	1.99 - 2.49	30	2.15							
Smoked Wings	1.99 - 2.49	30	2.15	1.79	20	1.79				
Smoked Necks	1.99 - 2.49	30	2.15	1.79	20	1.79				
GROUND TURKEY:										
Patties	3.99	90	3.99	3.00 - 3.50	40	3.38	2.99 - 3.89	30	3.43	
Sausage	2.79 - 3.99	360	3.34				2.87 - 3.89	180	3.29	
85% lean	2.30 - 3.00	420	2.72	2.29 - 2.80	1,380	2.36	2.00 - 2.99	410	2.51	
93% lean	3.07 - 3.84	1,520	3.26	3.00 - 3.33	1,320	3.26	2.39 - 3.99	750	3.12	
Breast (99-100% lean)	4.99 - 5.59	320	5.52	4.00 - 4.48	300	4.31	3.74 - 4.99	140	4.32	
Rolls (frsh/frz 1 lb.)				2.79	70	2.79	1.79 - 2.88	340	2.21	
Specialty 5/	2.00 4.00	400	4.05	4.00	4.450	4.00	2.00 4.00	40	2.40	
Patties 93-94% lean	3.99 - 4.99 3.99 - 4.99	120 160	4.95 4.64	4.99 3.99	1,150 100	4.99 3.99	2.99 - 4.99 2.99 - 4.99	40 310	3.48 4.30	
Breast	5.99 - 4.99 5.99 - 6.99	80	4.64 6.31	3.99	100	3.99	2.99 - 4.99	310	4.30	
Course LICDA Acricultural	Madatias Camias Livest	ou Davidson C C	0.01	Name (545) 204 4474	h.t.t		TOTAL AND COMMON TO A PROPERTY OF THE PROPERTY		0 -4	

Fri. Jan 03, 2014

USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/03 thru 01/09.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	SOUTH (	CENTRAL U.S.		SOUT	THWEST U.S.	NORTHWEST U.S.			
	(AR,AZ,CO,KS,	LA,MO,NM,OK,TX	,UT)	(	CA,HI,NV)	(AK,ID,MT,OR,WA,WY)			
Feature Rate <sup>1/</sup> Special Rate <sup>4/</sup> Activity Index <sup>2/</sup>	8.5% of stores w	00 sampled outlet u/ no-price promo Index = 2,560	tions	0.0% of stores Activit	900 sampled outlet w/ no-price promot y Index = 1,130	tions	28.5% of 1,200 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 520		
	Price Range (\$/pound)	Summary Stores V	y Vtd Avg	Price Range (\$/pound)	Summary Stores W	/ /td Avg	Price Range (\$/pound)	Summa Stores	ry Ntd Avg
WHOLE BIRDS: Fresh - Hens " - Toms	4.00	40	4.00				4.00	40	4.00
Frozen - Hens " - Toms	1.09 1.09	40 40	1.09 1.09				1.68 1.68 - 1.69	10 80	1.68 1.69
PARTS: Breast: Bone-in, whole Fresh Frozen Split, bone-in Fresh	0.99 - 1.99	150	1.75						
Rotisserie Boneless, whole Cutlets Cutlets, thin sliced Strips				7.99 5.99	130 120	7.99 5.99	9.99	70	9.99
Tenders Marinated Tenders	3.99 - 4.19	50	4.03				3.99 - 4.66	80	4.52
Drumsticks Thighs Wings Necks Smoked Drumsticks Smoked Wings Smoked Necks									
GROUND TURKEY: Patties	3.27	30	3.27				3.27	30	3.27
Sausage 85% lean 93% lean Breast (99-100% lean)	2.49 - 2.99 2.49 - 3.99 3.33 - 4.99	420 880 640	2.97 3.60 4.63	2.80 - 3.19 2.30 3.99 - 5.99	180 220 130	2.99 2.30 4.67	3.19 - 3.99 4.79 - 5.99	110 120	3.77 5.21
Rolls (frsh/frz 1 lb.)  Specialty <sup>57</sup>	1.50 - 3.39	260	2.18	1.87 - 2.50	350	1.95	1.59 - 1.99	20	1.86
Patties 93-94% lean Breast	3.99 4.99 - 5.99	10 40	3.99 5.77						



# **USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats**

Fri. Jan 03, 2014

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 01/03 thru 01/09.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	N	ATIONAL	SUMMAR	RY			NORTHEAST U.S.		SOUTHEAST U.S.			
	This	Week	Last	Week	Last	Year	(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)		(AL,FL,GA,MS,NC,SC,TN,VA,WV)			
5	68.2% o	f 23,200	58.7% o	f 23,200	81.5% o	f 22,500						
Feature Rate 1/	sto	res	sto	res	sto	res	79.5% of 4,600 sampled outlets		67.8% of 6,100 sampled outlets			
Activity Index 2/	44	830	21	830	57	020	Activity Ind	Activity Index = 13,890		Activity Index = 9,840		
Activity index 21	44,	030	31,	030	37,	020	Price Range	Sumr	mary	Price Range	Summary	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg	(\$/pound)	Stores Wtd Avg	
SERVICE DELI - Turkey												
Category 1												
Processor Brand	7,490	7.72	3,470	8.28	5,400	8.26	5.99 - 12.90	3,470	7.96	6.99 - 8.99	2,140	7.41
Private Brand	1,390	7.82	930	7.41	1,920	7.68	6.99 - 11.99	790	7.64	7.49	140	7.49
Category 2												
Processor Brand	3,970	5.85	1 1	6.05	3,990	5.93	4.47 - 6.99	870	5.49	4.79 - 6.99	760	6.50
Private Brand	3,830	6.62	2,180	6.50	6,140	6.62	5.99 - 6.99	1,530	6.68	6.49 - 6.99	300	6.83
Category 3												
Processor Brand	590	3.91	820	3.92	2,050	4.28	3.98 - 3.99	70	3.99	2.99 - 4.99	320	4.00
Private Brand	60	4.64	90	4.93	70	4.31	4.48 - 4.99	60	4.64			
Turkey Ham	000	0.00	000	0.00	700	0.00	0.70	4.40	0.00	0.50	00	0.50
Processor Brand	290	3.60	_	3.00	760	3.66	3.79 - 3.99	140	3.98	3.59	30	3.59
Private Brand	40	4.48			40	3.98	4.48	40	4.48			
Turkey Pastrami												
Processor Brand	250	3.96	290	5.23	530	4.24	3.79 - 3.99	190	3.98	3.59	30	3.59
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	3,380	7.42	-,	7.53	5,150	7.47	4.99 - 9.99	1,480	7.63	4.99 - 6.99	660	6.93
Private Brand	680	6.45	830	6.77	2,870	7.08	5.99 - 7.99	520	6.08			
Category 2												
Processor Brand	120	5.01	130	4.92	110	5.07	5.99	10	5.99			
Private Brand	370	5.99	240	4.99	130	6.99						
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz	0.040	0.00	0.050	0.04	44 770	0.04	4.00	4.070	0.44	4.00	4.500	0.04
Processor Brand	8,610	2.89	· '	2.84	11,770	3.04	1.98 - 3.99	1,670	3.14	1.98 - 3.33	1,580	3.01
Private Brand	2,160	3.04	450	2.81	1,740	2.96	2.48 - 3.00	640	2.51	2.50 - 3.33	1,110	3.28
Turkey 16 oz Processor Brand	610	5.54	1 210	5.43	770	E 06	6.49	110	6.49	3.99 - 4.99	80	4.87
Processor Brand Private Brand	390	5.54 4.99	1,310	5.43	240	5.06 5.99	0.49	110	0.49	3.99 - 4.99	80	4.07
Chicken 7-10 oz	390	4.99			240	5.99						
Processor Brand	8,440	2.86	6,430	2.84	11,600	3.04	1.98 - 3.79	1,660	3.13	1.98 - 3.33	1,580	3.01
Private Brand	2,160	3.04	· '	2.85	1,740	2.96	2.48 - 3.00	640	2.51	2.50 - 3.33	1,110	3.28
Filvate Dialiu	۷, ۱۵۵	3.04	300	2.00	1,740	2.30	2.40 - 3.00	040	۱ ن.ک	2.00 - 3.33	1,110	5.20

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)



# **USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats**

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 01/03 thru 01/09.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	MIDW	EST U.S.	SOUTH C	ENTRAL U.S.	SOUTHWEST U.S.	NORTHWEST U.S.			
	(IA,IL,IN,KY,MI,MI	N,ND,NE,OH,SD,WI)	(AR,AZ,CO,KS,L	A,MO,NM,OK,TX,UT)	(CA,HI,NV)	(AK,ID,MT,OR,WA,WY)			
Feature Rate 1/	·					, , , , , , , ,			
	68.1% of 4,200	sampled outlets	55.3% of 4,200	0 sampled outlets	64.6% of 2,900 sampled outlets	79.1% of 1,200 sampled outlets			
Activity Index 2/		ndex = 8,530		ndex = 5,710	Activity Index = 4,490	Activity Index = 2,370			
,	Price Range Summary		Price Range	Summary	Price Range Summary	Price Range Summary			
SERVICE DELI - Turkey	(\$/pound)	Stores Wtd Avg	(\$/pound)	Stores Wtd Avg	(\$/pound) Stores Wtd Avg	(\$/pound) Stores Wtd Avg			
Category 1									
Processor Brand	5.99 - 9.99	730 7.49	6.99 - 9.99	680 7.71	6.99 - 9.49 60 7.90	6.99 - 11.99 410 7.67			
Private Brand	6.98 - 10.99	250 7.55	7.99 - 8.49	80 8.32	9.49 130 9.49	0.99 - 11.99 410 7.07			
Category 2	0.50 - 10.55	250 7.55	7.55 - 0.45	00 0.32	3.43				
Processor Brand	4.99 - 6.99	1,130 5.88	4.99 - 5.99	860 5.43	4.99 - 6.99 270 6.45	4.98 - 6.49 80 5.51			
Private Brand	4.99 - 6.99	1,270 6.22	5.00 - 7.99	320 6.87	6.99 - 7.99 260 7.14	7.49 - 7.99 150 7.54			
Category 3									
Processor Brand Private Brand	2.99 - 3.99	140 3.85	3.99	20 3.99	2.99 30 2.99	3.99 10 3.99			
Turkey Ham									
Processor Brand Private Brand	2.69	10 2.69			2.99 - 3.49 110 3.21				
Turkey Pastrami									
Processor Brand	2.98 - 4.89	30 4.16							
Private Brand									
SERVICE DELI - Chicken									
Category 1									
Processor Brand	5.49 - 9.99	480 7.57	6.99 - 8.99	350 7.17	6.99 - 7.99 160 7.07	6.99 - 7.99 250 7.68			
Private Brand	7.49 - 7.99	80 7.69	7.49 - 7.99	80 7.64					
Category 2									
Processor Brand	3.99 - 4.99	110 4.92							
Private Brand	5.98 - 5.99	370 5.99							
SELF-SERVICE DELI									
(dollars per tub or pouch)									
Turkey 7-10 oz									
Processor Brand	1.98 - 3.49	1,860 2.74	2.00 - 3.00	1,440 2.77	1.98 - 3.50 1,380 2.80	2.49 - 3.99 680 2.88			
Private Brand	2.99 - 3.00	30 3.00	3.00 - 3.99	220 3.53	2.50 - 2.98 160 2.89				
Turkey 16 oz									
Processor Brand	2.00 - 5.77	310 5.21			4.00	5.99 110 5.99			
Private Brand					4.99 390 4.99	<u> </u>			
Chicken 7-10 oz Processor Brand	1.98 - 3.49	1,700 2.72	2.00 - 3.00	1,440 2.77	1.98 - 3.50 1,380 2.63	2.49 - 3.99 680 2.88			
Processor Brand Private Brand	1.98 - 3.49 2.99 - 3.00	30 3.00	2.00 - 3.00 3.00 - 3.99	1,440 2.77	1.98 - 3.50   1,380   2.63 2.50 - 2.98   160   2.89	2.49 - 3.99   000 2.88			
Filvate Biallu	2.33 - 3.00	30 3.00	3.00 - 3.99	220 3.33	2.50 2.80 100 2.09				

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)